

IMAGIC

NUMB THUMB

n e w s™

VOL. 1/1982





IMAGIC NUMB THUMB CLUB™

TAKE A SHOT AT A LOT OF FUN

We'll send you

- A poster of your favorite Imagic game
- A personal wallet-sized club card

PLUS

A one-year subscription to the *Numb Thumb News*, a publication featuring:

- Special Club Contests
- Features on high game scorers
- Tips from Imagic's designers
- Exclusive accessories available for purchase
- New cartridge announcements

Imagic Numb Thumb Club —

"Where sore thumbs are a way of life."

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Armand Hans III

Armand Hans III

P S For your membership application, please use the form in this issue of the *Numb Thumb News*.



As you climb higher to reach the top, the higher you go, the harder the going gets. Best time to the top wins the game.

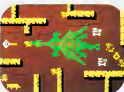
SWORDS & SERPENTS™

You are the White Knight, exploring a maze-like dungeon... discovering silver, diamonds and gold! But will you live to enjoy them? Black Knights attack, swords rend armor... you stagger on alone. A friendly wizard joins you. Can you protect him until he learns the spells that may save you both?

Coming Soon!

TEL LINE!

ughest, the
ellivision™ System!
ad it so good!



LETTER FROM THE EDITOR



Welcome aboard all you video game experts! I'm Armand Hans III, editor-in-chief of this newsletter, and official spokesman for Imagic. Now that you're a part of the wonderful world of Imagic, let me tell you all the fantastic things that we're creating just for you!



Every issue of the Numb Thumb News will be packed full of information on new cartridge releases, tips on how to master our most challenging games, names and scores of players who are tough enough to be in the Numb Thumb Hall of Fame, and much, much more!! Plus, you Numb Thumbs will be able to purchase exclusive Imagic items such as Imagic cartridges, additional posters, T-shirts, video accessories... the list goes on!

Now for a little background on Imagic. We've been around for over 1 full year. Our experts have been busy designing games that are more fun than any other games around. Currently, we have 7 of the most challenging games for your Atari® System, 5 amazing new games for your Intellivision®, and - hold on - we'll soon have these terrific games available for the Atari® 400 and 800, and your Odyssey II®!!

So read on Numb Thumbs - your fantastic journey into the wonderful world of Imagic has only just begun...

Armand Hans III
Armand Hans III

Imagic's Numb Thumb Club - Where sore thumbs are a way of life™

3 New Imagic Games



4 Hall of Fame

6 Numb Thumb Notes



7 The Dean of Demons



8 Video IQ



10 ClubHouse Showcase



IMAGIC LAUNCHES MATTEL LINE!

It's true! Imagic is now making the roughest, the toughest, the most exciting games for both the Atari® and the Intellivision™ System! So check 'em out – the Mattel Intellivision™ never had it so good!!



DEMON ATTACK™

An awesome array of demons attacks a scientific colony on the Moon. You maneuver your laser cannon, destroying an entire army of cunning demons. Now you have but one choice... seek out the demon's home base and end their treachery forever! But as you approach their monstrous lair, your blood chills at an unspeakable horror, perhaps the last sight you'll ever see!



ATLANTIS™

Alien spacecraft bombard the underwater city of Atlantis. Centuries of progress seem doomed. You man the defense installations. Night falls. Blinded by rage, you scramble into Atlantis' last defensive spaceship and fly into enemy-filled skies. How long can one ship survive against so many?



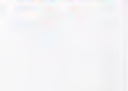
MICROSURGEON™

The patient is critically ill! You navigate the Robot Probe through the patient's blood stream, outmaneuvering white blood cells that attempt to slow you down. Remove a tumor from the brain, a blood clot from near the heart and much more! But hurry! To save the patient's life, you must act quickly!



BEAUTY & THE BEAST™

That big bully's got the girl. It's you to the rescue. Climb the building, floor by floor. But watch out! Our fearsome foe is angrily tossing boulders. Dodge them. Or squash them to score points. The higher you go, the harder the going gets. Best time to the top wins the game.



SWORDS & SERPENTS™

You are the White Knight, exploring a maze-like dungeon... discovering silver, diamonds and gold! But will you live to enjoy them? Black Knights attack, swords rend armor... you stagger on alone. A friendly wizard joins you. Can you protect him until he learns the spells that may save you both?

Coming Soon!



Imagine is serious about creating games for experts like you, so we thought you might like to know just where you stand. In every issue of the Numb Thumb News we're going to publish the names and scores of those of you who've reached the high scoring requirements the Imagine Experts below have set for each game. So, if any of you Numb Thumbers can beat these scores and play your way to the Hall of Fame level, let us know! Send us a photo of yourself and a photo of your screen showing your high score. You'll receive a "Super Star" sticker to put on the bottom of your Imagine game poster — placing you in the "exclusive" GOLD THUMB HALL OF FAME! Feel lucky, feel proud, defeat them all — We dare you!

IMAGIC'S OWN SCORES:

NUMB THUMB



INTRO



Atlantis/70,000 (Gold Thumb 125,000) Dan Smith, 27/Marketing Manager. This is a low score, pretty easy to beat.

D U C I N G



Fire Fighter/2 minutes/3 seconds
(Gold Thumb 2.88) Michael S. (33)
Graphics supervisor: Mike's title
could stand a month or two.



HALL OF FAME



Star Voyager/32 (Gold Thumb/
35) Patrick Bansi/38/
Programmer; Pat can't get a
marker for his poster. Can you?



Trick Star/35/Jennifer
Bosch/38/39 (Gold
Thumb performance level
37.) Go for it.

NUMB THUMB NOTES



Expert Tips

Whew! Imagic games are sometimes too tough for even our Imagic experts – can you master them all? Well, you can stop scratching your head, Numb Thumbers, because now, in each newsletter, we will be highlighting one of our tricky games with tips from the man behind the game – the designer himself. This month, designer Bob Smith talks about one of his games: Star Voyager.

"To play an effective game of Star Voyager, it's very important to understand how to steer your spacecraft. Moving left or right is straight forward but the pilot should remember that, when climbing (back stick), all objects on screen will move down, and, when diving (up stick), all objects move up.

A useful technique for eliminating enemy ships is one I call the "rubber band effect," which uses the enemy "intelligence" against itself. To use this, the player must understand how the enemy intelligence works. When an enemy ship comes into view, it tries to get as close to the center of the screen as possible. As it approaches, it may fly away from the center to avoid a collision. To take advantage of this, the player must force the enemy ship to one edge of the screen for a few seconds, then quickly try to center the enemy. Since the enemy is



Star Voyager™

still trying to get to the center of the screen and the pilot is also trying to center it, the enemy will move rapidly across the screen, giving the

player a good chance for a successful shot."

What's up...

Hey there video fanatics, rumor has it Imagic will soon be coming out with even more games for your Atari® System – will you be ready? ... How many of you out there know Gorp and Vultur? Well, they're our experts on Demon Attack and Star Voyager. You can see these handsome devils on our TV commercials and soon you'll spot our newest addition to the Imagic cast, Zytar, who's simply CRAZY about the game Atlantis... For those of you who are interested in our game designers, we think we have the best. Their average age is about 27 and it takes them anywhere from 3 to 6 months to finish a game completely. Most were computer science majors in college and all agree that to make games up to Imagic's high standards, you have to be creative as well as hard-working... Currently,

Imagic is receiving around 350

pieces of mail a week. We're trying hard to answer them all but to help us out, please print your return address clearly.... Imagic loves to

hear from you all... your letters are Great!



DEMON ATTACK™ —
VOTED 1982 GAME
OF THE YEAR BY
ELECTRONIC GAMES
MAGAZINE



MEET THE DEAN OF DEMONS ROB FULOP

They swoop, scream, pulsate and flash. They test you, exhaust you, make the adrenalin flow. Video games. How do designers make them so challenging? We went to Rob Fulop, creator of Imagic's *Demon Attack*, to find out.

At age 25, Fulop is one of the top video game designers in the country. But his job isn't all fun and games. It takes a lot of dedication and stamina.

"I usually start with an image in my head of the finished game. But it takes a lot of work to make it a reality. For *Demon Attack*, I knew all along that there would be colorful demons, lots of movement and plenty of surprises. I even knew what the demons would look like. But it's a long way from conception to finished product.

It takes about six months in fact. About 90% of the game is completed in the first four months, "but the last two months are really tough," he says. "You have to scrunch the program to make it short enough. It takes a lot of discipline to complete a game."

Fulop paces himself carefully so that he doesn't burn out. If he gets frustrated with a game, he just goes home for the day. "I know some

people work all night, and go home in the morning with their program completed," he says, "but I can only work four or five hours at a time."

Fulop doesn't play games at home. "After being surrounded by 20 monitors all day at work, that's the last thing I want to see at home," he says. "Besides, I'm not really a very good player. My reflexes are too slow."

Though he doesn't play video games, Fulop knows the secret to designing them. His games seem simple in the beginning, but become more and more difficult as the player progresses. He relies on a special corps of young video game players to test his new games before they're released. "You can never make a game too hard," he says. "When I play *Demon Attack*, I score about 40,000 points. An experienced player should make 20,000 points a game the first week he plays. But there's always some young kid with incredible reflexes out there, someone who can practically rack up points in his sleep. That kid is always on my mind when I design a game, daring me to create a game he can't crack. It's a real challenge to try to challenge him."

Test Your **VIDEO IQ** Win \$1,000

VIDEO IQ CONTEST RULES

1. Answer each of these ten questions in order on a plain white sheet of paper. Print or type, please. Include your name, age, address and telephone number at the top of the page.

2. Mail your entry to Video IQ Contest, Imagic, 981 University Avenue, Los Gatos, California 95030. **ENTRIES MUST BE RECEIVED BY JANUARY 31, 1983.**

3. The entry which has correct answers for all 10 questions will be awarded \$1,000. In the case of ties, a drawing will be held to determine the winner. If no one answers all 10 questions correctly, then the entry with the most correct answers will be awarded \$1,000.

4. Contest winner will be notified by February 28, 1983 by telegram.

5. Contest is void wherever prohibited or restricted by law.

6. Contest is open to Imagic Numb Thumb Club members only. Employees of Imagic, its advertising, public relations or promotion agencies and members of employee families are not eligible.



1. is considered the father of video games.

2. When did Imagic first ship their video games?

A) March 17, 1982;

B) January 25, 1982;

C) May 10, 1982.

3. What 2 Imagic games are currently having contests?

4. The Arcade Alley column gives Arcade Awards each year to the best video game cartridges. What magazine is this column in?

5. Who heals all wounds and quenches the thirst of the Prince in Riddle of the Sphinx? A) Normal Traders; B) The Tannis Leaf; C) The Goddess Isis.

6. How many different kinds of Demons are there in Imagic's Atari®-compatible Demon Attack™?

7. Name two published video game authors.

8. What is the center defense post called in the Atari®-compatible Atlantis game? A) Sentry Post; B) Acropolis Command Post; C) Bridged Bazaar.

9. What is the relationship between the Atari®-compatible Atlantis game and the Cosmic Ark™

game? A) They're sequels; B) They're sister cities; C) They were both created by the same designer.

10. Fire Fighter™ was designed by whom?



CLUBHOUSE



ATLANTIS IA3203

The submerged city of Atlantis battles an unrelenting enemy assault and struggles to survive. Waves of flying foes batter the city's defenses. You command the Atlantean forces. Your three missile installations guard the skies, thick with alien aircraft. Make every shot count. Track and destroy them, or knock out their flagship and pulverize the fleet. Atlantis needs your help now!

For your Atari® System.

\$31.95



COSMIC ARK™ IA3204

The Cosmic Ark races to bring back creatures from distant planets. The awesome Ark glides through alien space. Foes attack from every side. Destroy them—or be blasted! Reach strange and distant worlds. Send a satellite to capture the slithering beasts in your tractor beam. They may duck away. Keep trying! Transport them to the Ark before another foreign horde attacks. Your mission—to seek and save.

For your Atari® System.

\$31.95



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Offer valid where prohibited or otherwise restricted. Offer good in U.S.A. only.

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TRICK SHOT IA3000

Name your game! Pool, English Billiards or Trick Shot combinations will tax any expert. One or two players compete for the winner's trophy. Authentic game play and sounds pull you irresistibly into the action. Cushion shots and just the right touch of "English" increase the challenge. Test your poise and accuracy as you chalk up your slick for some pool hall action.

For your Atari® System.

\$24.95

Make checks or money orders payable to:

IMAGIC Numb Thumb Club
P.O. Box 2879 Saratoga, CA 95070

(If you prefer not to cut out this page, just send a photocopy or separate sheet of paper.)

Sorry, no C.O.D.'s

SHOWCASE



STAR VOYAGER™ IA3201

You pilot the Astro-Cruiser Star Voyager through treacherous space. Your mission: penetrate the seven star portals. Radar tells you where star portals lie—and fierce enemy ships. Blast them with laser fire or photon torpedoes. Keep energy levels up—or risk destruction! Only passing through a star portal restores energy reserves. One or two players battle to survive. Each passage becomes more and more perilous. But there's no turning back!

For your Atari® System.

\$31.95



DEMON ATTACK™ IA3200

Pulsating creatures scream overhead. They attack in waves. Fend them off with your laser cannon. Survival gets tougher—each barrage hits harder! Some tricky demons divide and keep coming! It's a split-second test of reflexes and instinct. Blink—but only if you must! Don't let these clever creatures catch you off guard. It's either you—or them!

For your Atari® System.

\$31.95



FIRE FIGHTER™ IA3400

Fire. Alert! Battle raging flames before they scorch a panicked victim. He's trapped in the building. He races for the roof. The blaze climbs quickly. Reach him with your ladder. Douse flames with your hose. Only you can save him! But hurry! You haven't much time. Action-packed with red-hot suspense. Fire Fighter calls for nerves of steel. It's Hero-Time!

For your Atari® System.

\$24.95



RIDDLE OF THE SPHINX™ IA3600

You wander through Egypt's Valley of the Kings, seeking to solve the Riddle of the Sphinx. Pyramids, palm trees and temples dot this parching desert. A flaming phoenix appears—and beware the god Anubis! Defend yourself. Collect priceless treasures and artifacts—they'll help you on your journey to the mysterious Sphinx. A must for strategy game enthusiasts.

For your Atari® System.

\$24.95



Also available—
Model IC-5000

Imagic's Video Storage Center™ (not shown)—has a sturdy black base of durable plastic construction, an attractive simulated woodgrain panel and a smoke-tinted dustcover. The Video Storage Center was specially designed to organize, protect and store your Atari® Game System and 15 cartridges or your Intellivision® and 18 cartridges. **\$29.95**

CLUBHOUSE POSTERS

Imagic game posters will light up any room in the house—collect them all and start practicing—you may win a "Super Star" sticker and become a member of the Gold Thumb Hall of Fame! Sold exclusively through the Mumb Thumb Club®.

\$2.50



Countless entries have been pouring in for the "Great Atlantis Shoot-Off" to be held in Bermuda! Winners were notified on November 2, 1982.

Watch your Numb Thumb News for announcements of upcoming contests involving Imagic's Atari® and Mattel® compatible games.

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Thank you!

